

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT																
NATURE OF CONVEYANCE:	ASSIGNMENT																
CONVEYING PARTY DATA																	
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Tushar Chandra</td><td>04/26/2011</td></tr><tr><td>Tal Shaked</td><td>04/26/2011</td></tr><tr><td>Tomas Lloret Llinares</td><td>04/27/2011</td></tr><tr><td>Andrew Tomkins</td><td>04/26/2011</td></tr><tr><td>Saurabh Mathur</td><td>04/26/2011</td></tr><tr><td>Danny Wyatt</td><td>04/26/2011</td></tr><tr><td>Jim McFadden</td><td>05/05/2011</td></tr></tbody></table>		Name	Execution Date	Tushar Chandra	04/26/2011	Tal Shaked	04/26/2011	Tomas Lloret Llinares	04/27/2011	Andrew Tomkins	04/26/2011	Saurabh Mathur	04/26/2011	Danny Wyatt	04/26/2011	Jim McFadden	05/05/2011
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<table border="1"><tr><td>Name:</td><td>Google Inc.</td></tr><tr><td>Street Address:</td><td>1600 Amphitheatre Parkway</td></tr><tr><td>City:</td><td>Mountain View</td></tr><tr><td>State/Country:</td><td>CALIFORNIA</td></tr><tr><td>Postal Code:</td><td>94043</td></tr></table>		Name:	Google Inc.	Street Address:	1600 Amphitheatre Parkway	City:	Mountain View	State/Country:	CALIFORNIA	Postal Code:	94043						
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CORRESPONDENCE DATA																	
Fax Number: (801)355-0160 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																	
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ATTORNEY DOCKET NUMBER:	10029-02789																

501523651

PATENT
REEL: 026239 FRAME: 0755

OP \$40.00 13102698

NAME OF SUBMITTER:

Elizabeth D. Ruzich

Total Attachments: 4

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ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the person(s) named below (referred to as "INVENTOR" whether singular or plural) has sold, assigned, and transferred and does hereby sell, assign, and transfer to Google Inc., a Delaware corporation, having a place of business at 1600 Amphitheatre Parkway, Mountain View, CA 94043 ("ASSIGNEE"), for itself and its successors, transferees, and assignees, the following:

1. The entire worldwide right, title, and interest in all inventions and improvements ("SUBJECT MATTER") that are disclosed in the provisional application filed under 35 U.S.C. §111(b) or non-provisional application filed under 35 U.S.C. §111(a) and entitled **GENERATING MODELS BASED ON USER BEHAVIOR** ("APPLICATION"), which:

- ☒ having a filing date of May 6, 2011, and bearing U.S. application serial number 13/102,698.
- ☒ The APPLICATION claims priority from a provisional application, filed on December 18, 2010, now bearing U.S. application serial number 61/424,636.

2. The entire worldwide right, title, and interest in and to:
(a) the APPLICATION; (b) all applications claiming priority from the APPLICATION; (c) all provisional, utility, divisional, continuation, substitute, renewal, reissue, and other applications related thereto which have been or may be filed in the United States or elsewhere in the world; (d) all patents (including reissues and re-examinations) which may be granted on the applications set forth in (a), (b), and (c) above; and (e) all right of priority in the APPLICATION and in any underlying provisional or foreign application, together with all rights to recover damages for infringement of provisional rights.

INVENTOR agrees that ASSIGNEE may apply for and receive patents for SUBJECT MATTER in ASSIGNEE's own name.

INVENTOR agrees to do the following, when requested, and without further consideration, in order to carry out the intent of this Assignment: (1) execute all oaths, assignments, powers of attorney, applications, and other papers necessary or desirable to fully secure to ASSIGNEE the rights, titles and interests herein conveyed; (2) communicate to ASSIGNEE all known facts relating to the SUBJECT MATTER; and (3) generally do all lawful acts that ASSIGNEE shall consider desirable for securing, maintaining, and enforcing worldwide patent protection relating to the SUBJECT MATTER and for vesting in ASSIGNEE the rights, titles, and interests herein conveyed. INVENTOR further agrees to provide any successor, assign, or legal representative of ASSIGNEE with the benefits and assistance provided to ASSIGNEE hereunder.

INVENTOR represents that INVENTOR has the rights, titles, and interests to convey as set forth herein, and covenants with ASSIGNEE that the INVENTOR has not made and will not hereafter make any assignment, grant, mortgage, license, or other agreement affecting the rights, titles, and interests herein conveyed.

Title: GENERATING MODELS BASED ON USER BEHAVIOR
Filed: May 6, 2011
Application No.: 13/102,698

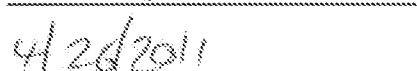
INVENTOR grants the attorney of record the power to insert on this Assignment any further identification that may be necessary or desirable in order to comply with the rules of the United States Patent and Trademark Office for recordation of this document.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original and all of which may be taken together as one and the same Assignment.

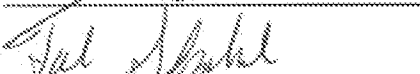
Name and Signature


Tushar Chandra

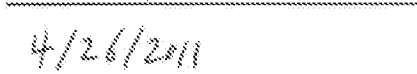
Date of Signature


4/26/2011

Name and Signature


Tal Shaked

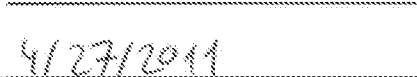
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Tomas Lloret Llinares

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4/27/2011

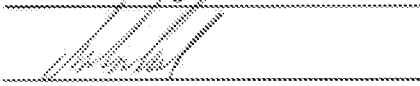
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Jim McFadden

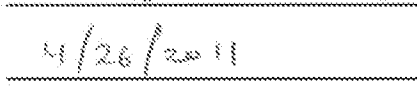
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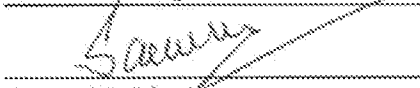
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Andrew Tomkins

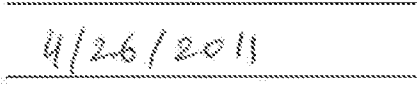
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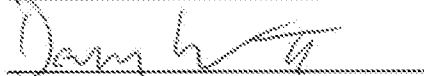

Saurabh Matkur

Date of Signature


4/26/2011

Title: GENERATING MODELS BASED ON USER BEHAVIOR
Filed: May 6, 2011
Application No.: 13/102,698

Name and Signature



Danny Wyatt

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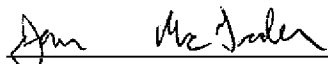
Name and Signature

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Tomas Lloret Llinares

Name and Signature

Date of Signature


Jim McFadden

May 5, 2011

Name and Signature

Date of Signature

Andrew Tomkins

Name and Signature

Date of Signature

Saurabh Mathur